Title: Reprogrammable security for controlling piracy and enabling interactive content

REMARKS

This paper responds to the Final Office Action mailed on May 7, 2009. No claims are amended. Claims 8-10 remain canceled, and claims 1-7 and 11-29 are herein canceled. Claims 30-53 are herein added. As a result, claims 30-53 are now pending in this application.

New Claims

Claims 30-53 are new. Applicants believe that no new matter has been introduced in the added claims. Additionally, Applicants respectfully submit that the new claims are patentably distinct over the references currently cited as a basis of rejection. Thus, Applicants respectfully request that the Examiner consider and allow the newly added claims.

§ 103 Rejection of the Claims

Claims 1-7 and 11-24 were rejected under 35 U.S.C. § 103(a) as being obvious over Traw et al. (U.S. 6,542,610; hereinafter "Traw") in view of Feder et al. (U.S. 5,668,954; hereinafter "Feder"), and further in view of Jaisimha et al. (U.S. 6,487,663; hereinafter "Jaisimha"). In response, Applicants have herein canceled claims 1-7 and 11-24.

Claims 25-29 were rejected under 35 U.S.C. § 103(a) as being obvious over the combination of Traw, Feder, and Jaisimha as applied to claims 1 and 11, and further in view of Asano et al. (WO 0046804; hereinafter "Asano"). In response, Applicants have herein canceled claims 25-29.

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CONCLUSION

Applicants respectfully submit that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone the undersigned at (408) 406-4855 to facilitate prosecution of this application.

If necessary, please charge any additional fees or deficiencies, or credit any overpayments to Deposit Account No. 19-0743.

Respectfully submitted,

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Date July 7, 2009

James H. Salter

<u>CERTIFICATE UNDER 37 CFR 1.8</u>: The undersigned hereby certifies that this correspondence is being filed using the USPTO's electronic filing system EFS-Web, and is addressed to: Mail Stop AF, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this 7th day of July, 2009.

Kathryn McCook

Name